

Message Text

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ORIGIN COME-00

INFO OCT-01 EA-11 ISO-00 EB-11 AGR-20 RSC-01 /044 R

66605

DRAFTED BY: COM/BIC/OIM:JKLINGELHUT

APPROVED BY: EB/OCA/REP:LHPOMEROY

COM/BIC/OIM:TWELCH, RMD

EA/ANP:HHLANGE

EB/OCA/BR:RSWART

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P 081347Z APR 74

FM SECSTATE WASHDC

TO AMCONSUL SYDNEY PRIORITY

INFO AMEMBASSY CANBERRA PRIORITY

AMCONSUL MELBOURNE PRIORITY

UNCLAS STATE 070310

FOR STC/GOODSELL

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: FIME AND ORANGE AGRICULTURAL EXHIBITION

REF: (A) CANBERRA 2010; (B) SYDNEY 664; (C) MELBOURNE 363;

(D) SYDNEY 591; (E) SYDNEY 606; (F) GOODSELL/FAUSEL

LTR. MARCH 11, 1973

1. PER REFTEL B, WITH VIRTUALLY ALL OTM U.S. COMPANIES
ALREADY COMMITTED FIME, OIM DOES NOT FEEL U.S. PAVILION AT
FIME FEASIBLE OR WARRANTED.

2. OIM CAN NOT MAKE POSITIVE DECISION TRADE CENTER
PARTICIPATION ORANGE AGRICULTURAL EXHIBITION ON BASIS
INFORMATION AVAILABLE. TC MUST PROVIDE OIM FOLLOWING
NFORMATION IF WE ARE TO PARTICIPATE.

A. INDUSTRY POLL RESULTS PROMISED OIM PER REFLETTER F.
NEITHER STATE NOR COMMERCE HAS RECORD RECEIVING REFTEL
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WHICH OIM SUSPECTS CONTAINED POLL RESULTS. PLEASE

REPEAT REFTEL E.

B. DOES COMPREHENSIVE SURVEY DUE OIM SHORTLY CONTAIN
POSITIVE AGRICULTURAL EQUIPMENT RESEARCH SECTION? IF SO,
REQUEST TC FORWARD THIS SECTION'S FINDINGS IMMEDIATELY
IF COMPLETE STUDY NOT YET FORWARDED OIM. IF NO
POSITIVE RESEARCH IN COMPREHENSIVE STUDY, REQUEST
TC SUBMIT SEPARATE RECOMMENDATION PARTICIPATE THIS
EVENT INCLUDING SUPPORTIVE STATISTICAL DATA.

C. AN OUTLINE OF THE MARKET PROMOTION PLAN AND
COMPREHENSIVE INFORMATION REGARDING ORANGE FAIR WHICH
WOULD JUSTIFY THIS EVENT AS THE BEST PROMOTIONAL
VEHICLE AVAILABLE FOR AGRICULTURAL GOODS. THIS
INFORMATION SHOULD INCLUDE BUT NOT BE LIMITED TO
THE FOLLOWING: IS ORANGE FAIR AN ESTABLISHED EVENT
AND IF SO, HOW DOES IT RANK IN RELATION TO OTHER
AUSTRALIAN AGRICULTURAL FAIRS? HOW MANY AND WHICH
COMPANIES PARTICIPATED 1973 ORANGE FAIR? HOW MANY
OF THESE AND WHICH WERE U.S. COMPANIES REPRESENTED
BY AGENTS? WHAT WERE 1973 TRADE ATTENDANCE AND SALES
FIGURES?

D. INFORMATON REGARDING EXHIBITION SITE TO BE
DEVELOPED FROM ORANGE SITE SURVEY.

E. TC ASSESSMENT AS PROMISED REFLETTER F ON QUESTIONS
RAISED BY TC SAME REFLETTER REGARDING VIABILITY THIS
EXHIBITION, ESPECIALLY PROBLEM CONCERNING DETERMINATION
PARTICIPATION FEE HIGH ENOUGH OFFSET REASONABLE PORTION
COMMERCE EXPENSES YET LOW ENOUGH COMPETE WITH LOW
FRONTAGE FEE CHARGED BY FAIR AUTHORITIES.

3. IF PARTICIPATION ORANGE FAIR NOT FEASIBLE, OIM WILL
ATTEMPT ORGANIZE AGRICULTURAL EQUIPMENT TRADE MISSION
SOMETIME DURING FEBRUARY - JUNE 1975 UPON YOUR
RECOMMENDATION. RUSH

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